



RAVA Hospitality Breaks Ground on Microtel Inn & Suites Hotel in Greenville, North Carolina

ATLANTA (Dec. 3, 2007) – A Microtel Inn & Suites hotel has broken ground at University Medical Park North at the intersection of Moye Blvd. and 5th Street in Greenville, NC. The new hotel – scheduled to open next summer – is adjacent to Pitt Memorial Hospital and East Carolina Medical School, and close to East Carolina University and the Greenville airport. The hotel is owned by Greenville Hospitality Investments and is being developed by its parent company, RAVA Hospitality, located in Kitty Hawk, NC. [Microtel Inns & Suites](#) is the award-winning chain of all new-construction economy/limited service hotels.

"Microtel is consistently ranked highest among economy hotel chains, and we are excited to bring this quality and affordable hotel option to the Greenville community," said Raju Uppalapati, Chairman and CEO of RAVA Hospitality Management. "Not only are Microtel hotels all-new construction; the brand has a history of success, having been recognized the best in its segment by the J.D. Power and Associates North America Hotel Guest Satisfaction Index StudySM an unprecedented six times in a row."

Said Roy E. Flora, Chief Operating Officer for Atlanta-based US Franchise Systems Inc., franchisor of the Microtel hotel brand, "We are proud to welcome the RAVA team to the Microtel family. RAVA is an experienced and highly regarded hands-on development company, and their hotel will be a great addition to the Greenville community."

The three-story Microtel Inn & Suites in Greenville will offer 90 single, double and suite accommodations. Amenities will include free local and free long distance phone calls anywhere within the continental U.S., free wireless high speed Internet (WIFI) access in all guestrooms, expanded cable television, and complimentary continental daily breakfast. There will also be an on-site conference facility and fitness center.

The new Greenville hotel will offer the brand's stylish new bedding known as Dream Well™ and innovative newly designed suites with four "zones" for working, eating, sleeping and relaxing, along with color-coordinated guestroom palettes for an altogether contemporary and inviting guest experience.

About Microtel Inns & Suites

There are currently 318 Microtel hotels open and under construction worldwide. Microtel hotels are located in 45 states in the U.S. and in international locations including Argentina, Canada,

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*New Microtel Inn & Suites Hotel
Being Built in Greenville, NC...2/*

Mexico and The Philippines. Microtel is a sponsor of The Society for Accessible Travel & Hospitality (SATH) and is known as the preferred hotel chain for travelers with disabilities. For hotel reservations, visit <http://www.microtelinn.com> or <http://espanol.microtelinn.com>, or contact 1-800-771-7171, TDD 1-800-824-2082, or 1-888-304-6835 (Spanish speaking). Members of the MicroPass™ [frequent guest program earn a one night free hotel stay](#) after nine night stays at any location. All Microtel hotels are independently owned and operated.

About RAVA Hospitality Management

RAVA is the leading and fastest growing real estate development company in North Carolina and Virginia. Specializing in residential, retail, office, warehouse and hotel developments, RAVA is in the process of developing additional Microtel Inn & Suites hotels in Rocky Mount, NC and Norfolk, VA. For more information, contact Raju Uppalapati at 252-491-9999 or visit www.theravagroup.com.

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